

Claims

1. Use of  $\gamma$ -aminobutyric acid or a physiologically acceptable salt of  $\gamma$ -aminobutyric acid to mask or reduce the unpleasant flavour impression of an unpleasantly tasting substance.
- 5 2. Process to mask or reduce the unpleasant flavour impression of an unpleasantly tasting substance in a food, oral care or beverage preparation or oral pharmaceutical preparation, comprising the following step:

Mixing an amount of (a)  $\gamma$ -aminobutyric acid or (b) a physiologically acceptable salt of  $\gamma$ -aminobutyric acid with the other constituents of the preparation, the  
10 amount being sufficient to sensorially mask or to reduce the unpleasant flavour impression of the unpleasantly tasting substance.

3. Food, beverage or oral care preparation or oral pharmaceutical preparation or cosmetic preparation for application in the head region, comprising:
  - at least one unpleasantly tasting substance and
  - 15 -  $\gamma$ -aminobutyric acid

wherein

the amount of the unpleasantly tasting substance is sufficient to be perceived as an unpleasant taste in a comparative preparation which contains no  $\gamma$ -aminobutyric acid but otherwise has an identical composition, and

- 20 the amount of  $\gamma$ -aminobutyric acid is sufficient to sensorially mask the unpleasant flavour impression of the unpleasantly tasting substance or to reduce it in comparison with the comparative preparation.
4. Oral care preparation according to claim 3, further comprising:
  - one or more oral care substances in an amount which is effective for oral care.

5. Preparation according to claim 3, characterised in that it is in the form of a semi-finished product, a perfume, aromatic or flavouring composition or a spice mix.

6. Cosmetic preparation for application in the head region according to claim  
5 3, selected from the group comprising: soaps, cleansing and care products for the facial region, face creams, face lotions, facial ointments, sunscreens, beard shampoos, beard conditioners, shaving foams, shaving soaps, shaving gels, lipsticks, lip care products and lip cosmetics.

7. Preparation according to one of claims 3 to 6, comprising 0.000001 to 0.1  
10 wt.% of (a)  $\gamma$ -aminobutyric acid or (b) physiologically acceptable salts of  $\gamma$ -aminobutyric acid, based on the total weight of the preparation.

8. Preparation according to one of claims 3 to 7, further comprising:

- at least one further substance for modifying, masking or reducing the unpleasant flavour impression of an unpleasantly tasting substance.